



KSTU  
5020 W. Amelia Earhart Dr.  
Salt Lake City, UT 84116  
(801)532-1300

# CONTRACT

Contract / Revision	Alt Order #
569363 /	9796698
<u>Product</u>	
HOUSE MAJORITY PAC	
<u>Contract Dates</u>	<u>Estimate #</u>
08/28/12 - 09/10/12	79/86/1618
<u>Advertiser</u>	<u>Original Date / Revision</u>
House Majority PAC	08/17/12 / 08/17/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KSTU	Dan Driscoll
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
	79
<u>Product Code</u>	
	86
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Waterfront Strategies  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 1	13	08/28/12	09/09/12	Sa 8a-9a	8a-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/27/12	09/02/12	-----S-					1	\$350.00			
Week:	09/03/12	09/09/12	-----S-					1	\$350.00			
N 2	13	08/28/12	09/09/12	Su 8a-9a	8a-9a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/27/12	09/02/12	-----S					1	\$300.00			
Week:	09/03/12	09/09/12	-----S					1	\$300.00			
N 3	13	08/28/12	09/10/12	M-F 7a-8a	7a-8a		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/28/12	09/03/12	MTWTF--					3	\$400.00			
Week:	09/04/12	09/10/12	MTWTF--					3	\$400.00			
N 4	13	08/28/12	09/10/12	M-F 8a-9a	8a-9a		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/28/12	09/03/12	MTWTF--					3	\$400.00			
Week:	09/04/12	09/10/12	MTWTF--					3	\$400.00			
N 5	13	08/28/12	09/10/12	M-F 9a-10a	9a-10a		:30			NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/28/12	09/03/12	MTWTF--					3	\$225.00			
Week:	09/04/12	09/10/12	MTWTF--					3	\$225.00			
N 6	13	08/28/12	09/10/12	M-F 10a-11a	10a-11a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/28/12	09/03/12	MTWTF--					2	\$175.00			
Week:	09/04/12	09/10/12	MTWTF--					2	\$175.00			
N 7	13	08/28/12	09/10/12	M-F 11a-12p	11a-12p		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/28/12	09/03/12	MTWTF--					3	\$200.00			
Week:	09/04/12	09/10/12	MTWTF--					3	\$200.00			
N 8	13	08/28/12	09/10/12	M-F 1230p-1p	1230p-1p		:30			NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	08/28/12	09/03/12	MTWTF--					3	\$100.00			
Week:	09/04/12	09/10/12	MTWTF--					3	\$100.00			
N 9	13	08/28/12	09/03/12	M-F 3p-330p	3p-330p		:30			NM	4	\$1,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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**(801)532-1300**

Contract / Revision	Alt Order #	
569363 /	9796698	
Contract Dates	Product	Estimate #
08/28/12 - 09/10/12	HOUSE MAJORITY PAC	79/86/1618
Advertiser		Original Date / Revision
House Majority PAC		08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	MTWTF--				4	\$250.00			
N 10 13	08/28/12	09/10/12	M-F 330p-4p		330p-4p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	MTWTF--				2	\$250.00			
		Week: 09/04/12	09/10/12	MTWTF--				2	\$250.00			
N 11 13	08/28/12	09/10/12	M-F 4p-5p		4p-5p		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	MTWTF--				3	\$300.00			
		Week: 09/04/12	09/10/12	MTWTF--				3	\$300.00			
N 12 13	08/28/12	09/03/12	M-F 9p-930p		9p-930p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/28/12	09/03/12	MTWTF--				3	\$1,200.00			
N 13 13	08/28/12	09/09/12	Su 9p-930p		9p-930p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 08/27/12	09/02/12	-----S				1	\$1,200.00			
		Week: 09/03/12	09/09/12	-----S				1	\$1,200.00			
N 14 13	09/03/12	09/09/12	College Football Late		5p-cc		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----S-				2	\$6,000.00			
N 15 13	09/03/12	09/09/12	FOX NFL 11a		11a-CC		:30			NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-----S				2	\$2,800.00			

Totals

61 \$37,350.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/10/12	61	\$37,350.00	\$31,747.50
Totals	61	\$37,350.00	\$31,747.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Rep Order# 9796698 Ver# 1 Status New Traffic Order#

Printed: 08/17/2012 8:33 AM  
Last Received: 08/16/2012 4:41 PM  
Showing Buylines: All Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product HOUSE MAJORITY PAC  
Estim# 1618  
Buyer Spencer Wood  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/1618  
Flight Dates 08/28/2012 - 09/10/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	SA	8A-9A	-----	GOOD DAY UTAH SAT. 8A	:30	\$350.00	09/01-09/08	1	2	2	\$700.00	-----
2	SU	8A-9A	GOOD DAY UTAH SUN. 8A		:30	\$300.00	09/02-09/09	1	2	2	\$600.00	
3	TU-F, M	7A-8A	GOOD DAY UTAH AT 7A		:30	\$400.00	08/28-09/10	3	2	6	\$2,400.00	
4	TU-F, M	8A-9A	GOOD DAY UTAH AT 8A		:30	\$400.00	08/28-09/10	3	2	6	\$2,400.00	
5	TU-F, M	9A-10A	LIVE! WITH KELLY		:30	\$225.00	08/28-09/10	3	2	6	\$1,350.00	
6	TU-F, M	10A-11A	DR. OZ		:30	\$175.00	08/28-09/10	2	2	4	\$700.00	
7	TU-F, M	11A-12P	FOX 13 NEWS-LIVE AT 11		:30	\$200.00	08/28-09/10	3	2	6	\$1,200.00	
8	TU-F, M	1230P-1P	DAYS OF OUR LIVES		:30	\$100.00	08/28-09/10	3	2	6	\$600.00	
9	TU-F, M	3P-330P	JUDGE JUDY		:30	\$250.00	08/28-09/03	4	1	4	\$1,000.00	
10	TU-F, M	330P-4P	JUDGE JUDY		:30	\$250.00	08/28-09/10	2	2	4	\$1,000.00	
11	TU-F, M	4P-5P	DR. OZ		:30	\$300.00	08/28-09/10	3	2	6	\$1,800.00	
12	TU-F, M	9P-930P	FOX 13 NEWS AT 9P M-F		:30	\$1,200.00	08/28-09/03	3	1	3	\$3,600.00	
13	SU	9P-930P	FOX NEWS AT 9P		:30	\$1,200.00	09/02-09/09	1	2	2	\$2,400.00	

Rep Order# 9796698 Ver# 1 Status New  
EC'd Yes

Traffic Order#

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Station KSTU-TV SALT LAKE CITY, UT

Advertiser ( ) POLITICAL ISSUE GROU

Product HOUSE MAJORITY PAC

Estimate# 1618

Buyer Spencer Wood

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Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
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Agency C/PA/PZIE 79/86/1618  
Flight Dates 08/28/2012 - 09/10/2012.  
Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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14	SA	5P-830P	COLLEGE FOOTBALL	:30	\$6,000.00	09/08-09/08	2	1	2	\$12,000.00		
15	SU	11A-2P	NFL GAME	:30	\$2,800.00	09/09-09/09	2	1	2	\$5,600.00		

—REPORT TOTALS—

Report Totals: 61 / \$37,350.00

—SALES MONTHLY TOTALS—

Sep 12: 61 / \$37,350.00

Sales Totals: 61 / \$37,350.00

Station Totals: 61 / \$37,350.00

Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$149,699	CABL	0%	KDLU	0%	KJZZ	4%	KSL	26%	KSTU	24%
		KIVX	13%	KUCW	2%	KUTV	28%	UNKB	0%	UNKN	0%

Books null  
Demos RA35+